

Soquel Union Elementary School District and City of Capitola Joint Beautification Project

City Council Presentation October 24, 2024
By Dr. Jessica Glantz Kiernan



Background

The original proposal was discussed between council staff and district staff, then presented to the City of Capitola in August 2023. The project represented an idea spurred by Ann Wilson a well known educator in the Soquel Union Elementary School District who, as member of the community, noticed that the cement wall on Washburn was an amazing open canvas for a potential joint art project, which could possibly curb graffiti. In August 2023, the City Council approved the project, and installation budget commitment.

The school district funded approximately \$50,000 of Expanded Learning Opportunity Grant funds for the joint-project.



Soquel Union Elementary School District

620 Monterey Street
Capitola, CA 95010

Community Tile Project Proposal (draft)

August 2, 2023

OVERVIEW

The City of Capitola is a wonderful place to live and learn. From land to sea, our community thrives- rich in natural and human resources. It is in this vein, that we propose the following community beautification partnership to be located at Park Avenue and Washburn in Capitola on the existing concrete retaining wall.

GOALS

1. While students in the Soquel Union Elementary School District learn about our local community and environment, they will create tiles that represent important elements of our community's land and sea life, and health. (There would be approximately 1600 3"x3" tiles in all.)
2. The city and schools will partner with the Soquel Union Elementary Schools to create an artful student-created wall space for the locals and guests to enjoy.

SPECIFICATIONS

It is our proposal for the City of Capitola to join us in the beautification project in any way possible, beginning with approving the proposal outlined in the milestones below.

MILESTONES

August-September 2023

Approve project proposal.

October-December 2023

Students and staff engage in standards-based science and social science lessons to generate new social and environmental knowledge relevant to our community.

January-May 2024

Through our district's expanded learning opportunity program (ELOP) grant, bring in students from Transitional Kindergarten through Grade 8 to create artful tiles, and prepare them for application.

June-July 2024

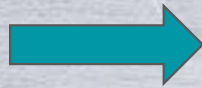
Host a ground-breaking ceremony before the tile application process and partner with the city for the labor of such an application.

Thank you for your consideration.

Specifications and Scale

Project included:

- Installation of student produced high-quality tile art
- Features organized, formatted, and designed by School District staff.



SPECIFICATIONS

Each student and involved community member will create and paint a 6" X 6" ceramic tile illustration with a theme related to the city of Capitola.

Background:

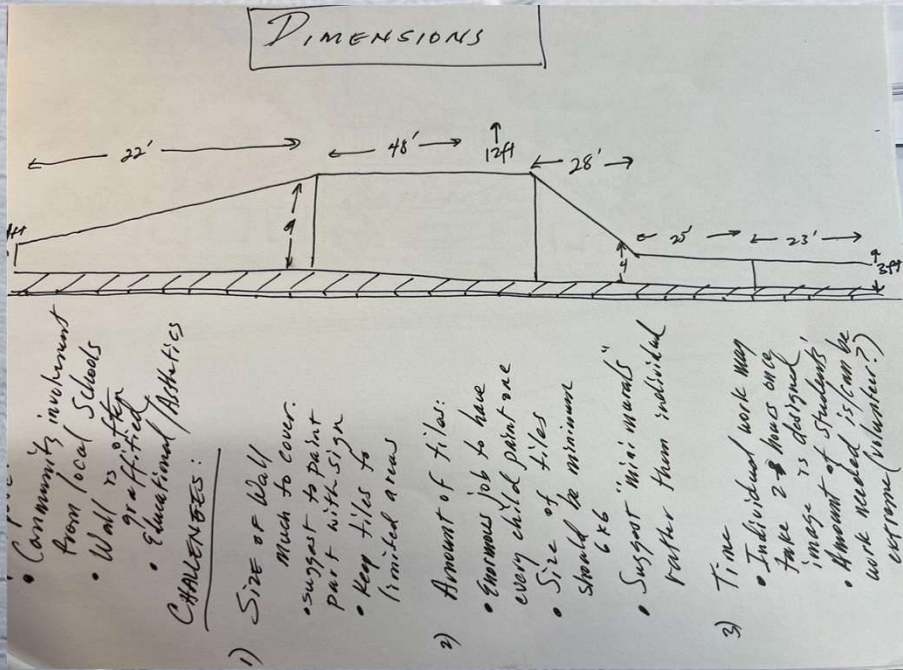
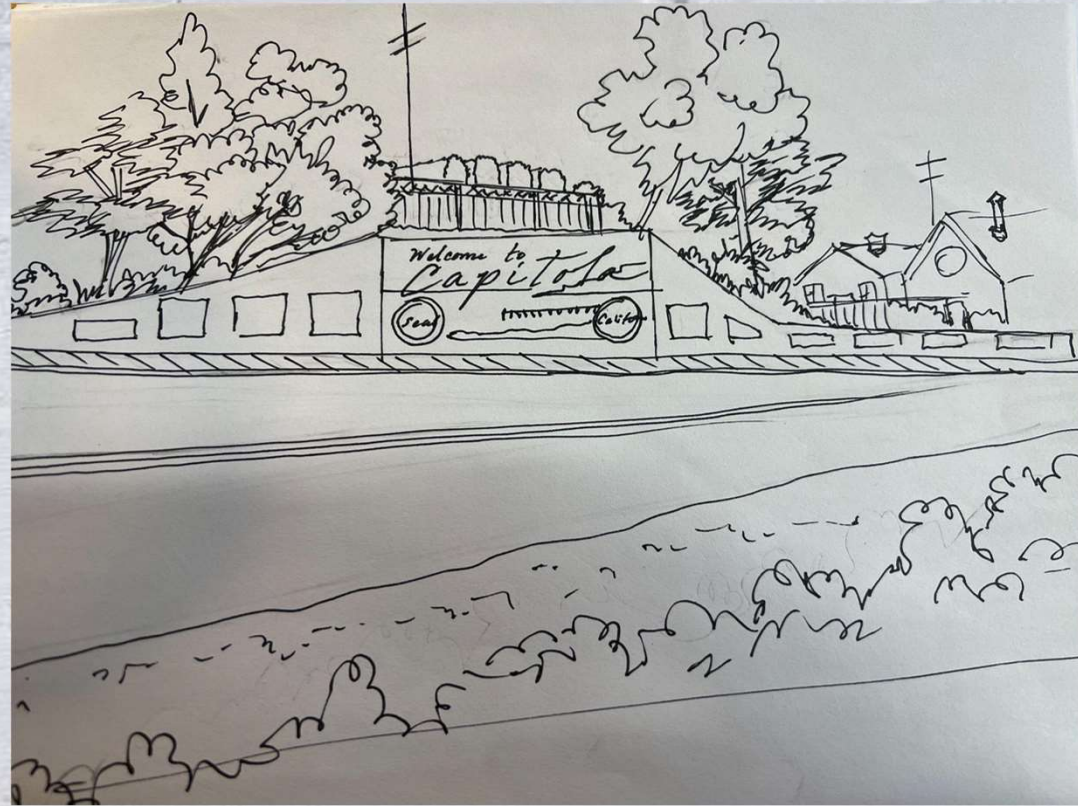
The assistant superintendent was contacted by a teacher about creating a community art project to cover an existing wall that has been continually vandalized. Ceramic tiles were the media of choice as they are long lasting, colorful as well as resistant to graffiti. The proposal was taken to the city for approval. Currently, the school district will use ELOP funding for the art materials needed. The city will install the tiles following the strategies provided by the instructors involved. The project is currently in review.

Materials:

Each student will have one tile of 6" x 6" square dimension. The goal is to have as many students in the district create one tile. An estimate of the tiles needed is open at this point, however, a suggested purchase is to begin with 500 tiles. The goal would be to involve all students of the four schools. (1500) These are to be bisque fired tiles when purchased. It is suggested to buy a kit of UNDER GLAZES for each school involved. The kit should include primary, secondary and values. Each student will have a medium brush and detail brush.

These materials will all be appropriate for glazing.

Preliminary Sketches



Original Large Scale Mock-Up

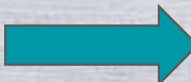
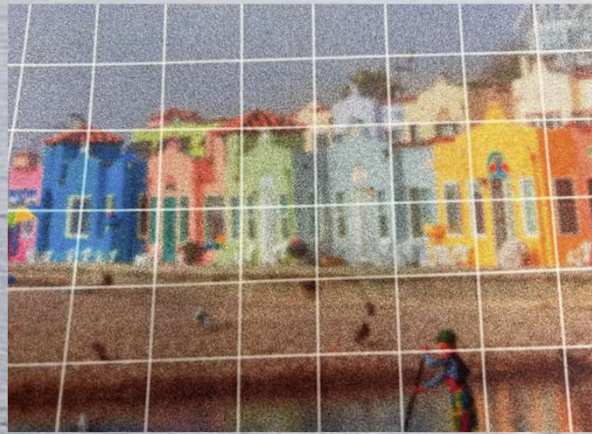


Digital Rendering



Originally Proposed Themes

The themes associated with this beautification project were intended to reflect the wonders of the great City of Capitola.



THEMES

The wall provided is located in the city of Capitola. Therefore, the theme focuses on the city of Capitola as they are co funding the project. The theme will include the unique human and natural resources of the area.

As this is an educational as well as a beautification project, the images will correspond to educational standards in different disciplines: science, math, art, history, physical education, etc. State standards will be included within the acknowledgements of the images. The images will also include celebrations/ festivals of Capitola.

Suggested ideas: (discipline related to grade level)

- Biomes: temperate forest, coastal cliffs, dry chaparral
- Fauna unique to Capitola: grassland, riparian, shore and ocean, avian (mammals, reptiles, fish, crustaceans, birds, mollusks, etc.)
- Vegetation found in Capitola: trees, plants, flowers

- History: Buildings and people, native Americans
- Festivals: skateboarding, Begonia (sand castles, fishing derby, horse shoe contest, parade) Classic Cars, Art and Wine, Wharf to Wharf

Activities: water sports, biking, singing, fishing, etc.
Theme images should be explored by instructors and students. School texts, internet, periodicals etc should be used as resources. Images can be cropped to required scale and simplified for six inch square formats.

Presentation of Lessons:
Teachers present the project to students during expanded learning opportunity class time. Focus on celebrating the Capitola community, beautification of the town, self-creative growth, permanences of tile work as a presentation of themselves to the public and family. (Mural and tile work as art form.)

Installation

Installation of tiles was expected to (and did) occur in the summer and fall of 2024.

Final tile installation was overseen by Roy Segura and Steve Cartwright.

Background wall paint arranged by Matt Kotila



INSTALLATION FOR SUMMER 2024

All tile work will be gathered and arranged based on the themes, and amounts. The work needs to be analyzed to calculate aesthetic arrangement.

An illustration will be rendered of the desired groupings and positioning. (Number tiles using a sharpie. A cross grid pattern can be helpful.)

Collect tile in selected boxes with groupings.

Present and explain the arrangement with the installer using the position diagram and boxes of tile in coordination.



Thoughtful and Multi-Partner Engagement

Idea Person

Main Street Teachers

Project Expediter

Technology Coordinator

Amazing SUESD Students

Amazing SUESD Students

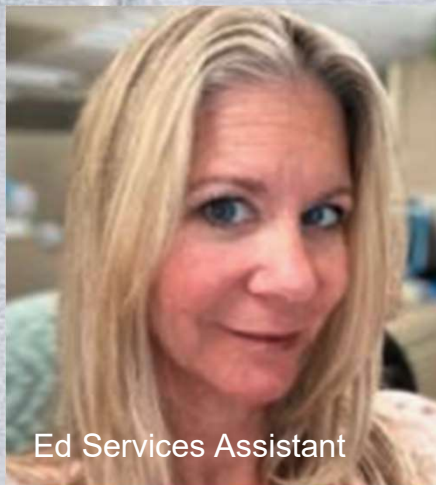
Superintendent

Amazing SUESD Students

Tile Teachers, Makers, and Bakers



Soquel Teacher



Ed Services Assistant



NBMS Counselor



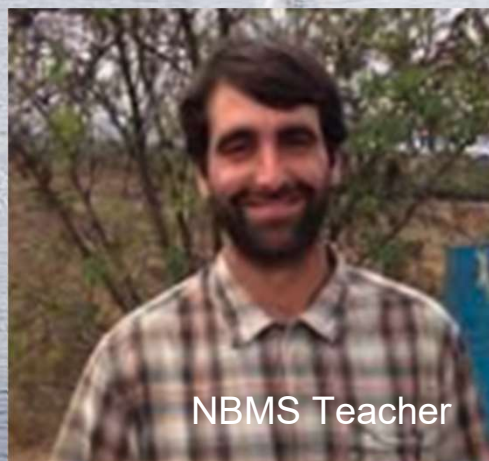
Asst Superintendent of Ed Services



NBMS Teacher



Main Street PBIS Coach



NBMS Teacher



Director of Maintenance,
Transportation and Operations



Video
Production

Let's Celebrate the Completed Project

